

The approval of a la carte pricing for cable television will open up a new positive era in this medium. Many new developments in housing require cable tv, and the option of free airwave transmission is not available. The quality of the offerings on cable tv are declining by the day. Many are 5th and 6th time re runs, even CNN goes with same programming over and over in a day's span. There should be a basic charge for cable television, then all of the programming should be a la carte. If the offering is not of sufficient interest to draw an audience, the operator can remove it, or eat the losses. Of particular note IS THE ABILITY OF A PARENT TO SELECT CHANNELS IN THIS WAY THAT CAN BE SEEN BY THE ENTIRE FAMILY, and not have to pay for the Jerry Springer genre as part of a "package". Somewhere the concept of cable tv got lost, the ad content is now higher than the conventional broadcasters. 17/13 is about the norm now on cable, whereas the commercial free airwave channels seem to be averaging about 21/9 over a 30 minute segment. This would also sterilize the debate over religious broadcasting, it will be there for the asking, and it can be supplied as a free channel on cable, or pay for use as the market determines. Please vote positively for a la carte pricing in the pending docket case....

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